

## Message Text

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PAGE 01 MELBOU 02466 300511Z  
ACTION EA-09

INFO OCT-01 EB-07 ISO-00 USIA-15 /032 W  
-----300515Z 027849 /14

P R 300215Z DEC 76  
FM AMCONSUL MELBOURNE  
TO AMEMBASSY TOKYO PRIORITY  
INFO AMEMBASSY CANBERRA  
AMCONSUL SYDNEY  
USDOC WASHDC  
SECSTATE WASHDC 3703  
AMCONSUL BRISBANE  
AMCONSUL PERTH

UNCLAS MELBOURNE 2466

USDOC AND TOKYO FOR USIS

SUBJECT: VISIT USA SHOW/SEMINAR MELBOURNE, MARCH 21-24, 1977

EO 11652: NA

REF: A) SYDNEY 3046; B) WENTWORTH-SCHMITZ LTR, NOV 4, 1976;  
C) USDOC 21902 (NOTAL)

1. THIS POST MOST FAVORABLY IMPRESSED WITH PLANS FOR VISIT USA WEEK PROMOTION TO BE STAGED AT USTC SYDNEY, MARCH 14-17 AND WOULD LIKE TO STAGE SIMILAR EVENT IN MELBOURNE DURING FOLLOWING WEEK (MARCH 21-24) OR, IF SHOW-TYPE PROMOTION NOT FEASIBLE, TRAVEL TRADE SEMINAR. POST IS CONTACTING TREVOR RIDDELL, HEAD OF RIDDELL EXHIBITION PROMOTIONS PTY. LTD., ONE OF AUSTRALIA'S BIGGEST COMMERCIAL SHOW ORGANIZERS, FOR ADVICE ON FEASIBILITY OF ORGANIZING SHOW SIMILAR TO SYDNEY'S PROPOSAL IN TIME REMAINING. POST ALSO PLANS TO HOLD ORGANIZING COMMITTEE MEETING ON 3:00 PM, TUESDAY JANUARY 11 AT CONGEN WITH 10-15 LEADING FIGURES OF MELBOURNE TRAVEL INDUSTRY, TO DISCUSS POSSIBILITIES, OPTIONS, AND PLANS AND TO ENLIST INDUSTRY  
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SUPPORT. NATIONAL CCP CAMPAIGN MANAGER FOR VISIT USA CAMPAIGN (WENTWORTH, SYDNEY) PLANS ATTEND THIS MEETING, ARRIVING MELBOURNE AFTERNOON JAN. 10.

2. ACTION REQUESTED: POST UNDERSTANDS SCHMITZ PLANS VISIT SYDNEY AND PROBABLY MELBOURNE IN LATE JANUARY. IN VIEW POST'S PLANS FOR MELBOURNE VISIT USA PROMOTION, REQUEST SCHMITZ ADVANCE

TRAVEL TO AUSTRALIA SO AS TO ARRIVE MELBOURNE JANUARY 10 FOR MEETING WITH WENTWORTH AND CONGEN E/C OFFICERS AND TO PARTICIPATE IN JANUARY 11 PLANNING MEETING WITH INDUSTRY REPS. (SHOULD ALSO ALLOW TIME FOR OUTSIDE CONSULTATIONS WITH TRAVEL TRADE: SUGGEST ALLOW ONE OR TWO DAYS FOR THIS.) REQUEST ALSO SCHMITZ BRING WITH HIM ANY AVAILABLE MATERIALS ON TRAVEL SHOWS AND SEMINARS SPONSORED BY OTHER POSTS. REALIZE THIS IS RATHER SHORT NOTICE FOR SCHMITZ BUT WOULD GREATLY APPRECIATE IF HE CAN ACCOMMODATE THIS REQUEST. POST WILL MAKE HOTEL RESERVATIONS ON REQUEST.

3. POST HAS COORDINATED THIS MESSAGE WITH WENTWORTH WHO AGREES WITH US SYDNEY-MELBOURNE TANDEM APPROACH MAKES GOOD SENSE. WE AGREED ALSO THAT OUR PITCH TO TRAVEL INDUSTRY SHOULD AVOID UNDERCUTTING SYDNEY SHOW RECRUITMENT, WHICH HAS JANUARY 7 DEADLINE, ONE REASON WHY OUR ORGANIZING MEETING DEFERRED UNTIL JANUARY 11. ALSO AGREED THAT IF JANUARY 11 MEETING DECIDES SHOW-TYPE PROMOTION NOT FEASIBLE FOR MELBOURNE IN PROPOSED TIME-FRAME, WE WILL PROPOSE THAT MEETING CONSIDER ONE OR TWO DAY TRAVEL TRADE SEMINAR INSTEAD, FOR SAME WEEK IN MARCH. BRAND

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